

**2nd Annual
Law Practice Management Program Course**

Perfecting Your Practice

Staying Competitive, Working Smarter,
and Improving Your Bottom Line



LIVE

Houston
February 5-6, 2009

VIDEO

Dallas
March 12-13, 2009

- Breakfast and lunch included both days
- Bring your laptop to enjoy:
 - Course materials on a handy USB drive and
 - Free Internet access in the meeting room
- Get your management questions answered in breakout discussions



Perfecting Your Practice

Staying Competitive, Working Smarter, and Improving Your Bottom Line

LIVE Houston February 5-6, 2009 Westin Galleria Hotel

VIDEO Dalllas March 12-13, 2009 Doubletree Hotel Campbell Centre



Thursday, February 5

8 hrs including 2.5 hrs ethics

- 7:30 **Registration and Continental Breakfast**
- 8:00 **Welcoming Remarks and Announcements**
- A Day In The Life video
Course Director
Philip Mack Furlow, *Denton Hayes, Berry, White & Vanzant*
- 8:15 **Directing Your Direction** .75 hr
Charles Awalt, *Plano*
Law Office of Charles Awalt

Philip Mack Furlow, *Denton Hayes, Berry, White & Vanzant*
- 9:00 **Strategies to Help Develop Client Relationships** 1 hr
- Marketing strategy
 - Web site
Chris Kirby, *Bastrop*
Professional Coaching and Training Solutions

Derick Schaeffer, *Dallas*
Orangecast

Gene Major, *Austin*
State Bar of Texas
- 10:00 **Break**
- 10:15 **Managing Your Workflow/Office Manual** 1 hr (.75 hr ethics)
- Delegation / Supervision
 - Paperflow
 - Outsourcing
 - Affiliating with other attorneys
Gisela B. Bradley, *Austin*
Law Practice Management Consulting

Richard Jackson, *Austin*
Speak-Write

Ed Goldner, *San Antonio*
Law Offices of Ed Goldner

Janna Clarke, *Fort Worth*
Broude, Smith, & Jennings

Brooke Pry, *Houston*
Porter & Hedges, L.L.P.

Gerry Morris, *Austin*
The Law Office of E.G. Morris

- 11:15 **Communication Between Law Firm Partners** 1 hr
- Straight talk between partners
 - Tough conversations/difficult issues
Debra Bruce, *Houston*
Lawyer-Coach LLC
- 12:15 **Break – Lunch Provided**
- 12:30 **Luncheon Presentation – Tightwad Technology for Tough & Trying Times** .75 hr
Ross Kodner, *Milwaukee, WI*
Microlaw Inc
- 1:15 **Break**
- 1:30 **Client Communication** .75 hr ethics
Frederick 'Rick' Forlano, *Houston*
Attorney at Law
- 2:15 **Billing and Collecting** 1 hr
- Billing Software
 - Alternative Billing Methods
 - Collection Tips
Al Harrison, *Houston*
Harrison Law Office

Nancy Griffing, *Houston*
The Griffing Network
- 3:15 **Break**
- 3:30 **Expanding and Reducing Your Team** .75 hr
- The Art of Hiring and Firing
Brooke Pry, *Houston*
Porter & Hedges, L.L.P.

Barbara Gardner, *Houston*
Tucker, Vaughan, Gardner, & Barnes, P.C.
- 4:15 **Small is the New Big: How Small Firm Lawyers Can Run Circles Around Large Firms** 1 hr ethics
- Virtualization
 - Outsourcing
Mark Greenwald, *San Antonio*
Law Office of Mark Greenwald

Susan Johnston, *Waco*
Johnston & Johnston

Ross Kodner, *Milwaukee, WI*
Microlaw Inc
- 5:15 **Adjourn**

Friday, February 6

6.5 hrs including 1.75 hr ethics

- 7:30 **Continental Breakfast**
- 8:00 **Announcements**
- 8:15 **Legal Technology Isn't Just Gadgets** .75 hr
- Mediation presentations
David J. Ferrell, *El Paso*
David J. Ferrell, PLLC

Mark Greenwald, *San Antonio*
Law Office of Mark Greenwald

Al Harrison, *Houston*
Harrison Law Office
- 9:00 **Practice Safely: Protecting Client Confidences from Technology Traps** 1.25 hr ethics
- Ronald Chichester, *Tomball*
Ronald Chichester, P.C.

Mark Unger, *San Antonio*
The Unger Law Firm

Ross Kodner, *Milwaukee, WI*
Microlaw Inc
- 10:15 **From Paper to Pixels: Building the Complete Electronic Paper LESS File** 1 hr (.25 ethics)
- David J. Ferrell, *El Paso*
David J. Ferrell, PLLC

Gerry Morris, *Austin*
Law Office of Gerry Morris

Ross Kodner, *Milwaukee, WI*
Microlaw Inc
- 11:15 **Break**
- 11:30 **Tying It All Together** .75 hr
Charles Awalt, *Plano*
Law Office of Charles Awalt

Philip Mack Furlow, *Denton Hayes, Berry, White & Vanzant*
- 12:15 **Break – Lunch Provided**
- 12:30 **Luncheon Presentation – The Future is Now: Tools, Tips and Techniques to Power Your Practice Today** .75 hr (.25 ethics)
- Craig Ball, *Austin*
Craig D. Ball, PC

Ross Kodner, *Milwaukee, WI*
Microlaw Inc
- 1:15 **Break**

1:30 **Breakout Discussions** 2 hrs (Each 1-hr topic will be repeated, so pick any two.)

Drafting the Game Plan

Philip Mack Furlow, *Denton*
Hayes, Berry, White & Vanzant

Gisela B. Bradley, *Austin*
Law Practice Management
Consulting

**Old Fashioned Marketing
Techniques & Plans**

Chris Kirby, *Bastrop*
Professional Coaching and Training
Solutions

**Establishing a Paper LESS Law
Practice: What Actually Works**

Ross Kodner, *Milwaukee, WI*
Microlaw Inc

**Designing a Website
in 60 Minutes**

David J. Ferrell, *El Paso*
David J. Ferrell, PLLC

**Techno Tools For Free
Or Next To Free**

Al Harrison, *Houston*
Harrison Law Office

**Extranets You Never Thought
You Could Have**

Philip Mack Furlow, *Denton*
Hayes, Berry, White & Vanzant

Charles Awalt, *Plano*
Law Office of Charles Awalt

3:30 **Adjourn**

MCLE CREDIT

14.5 HOURS (4.25 ETHICS)

MCLE COURSE NO: 900052899

**Reserve Your
Hotel Room Early**

Hotel rooms have been blocked at special rates on a space available basis. To make a reservation, contact the hotel and indicate that you will be attending the State Bar of Texas Law Practice Management Course.

**HOUSTON Live
Westin Galleria Hotel**

5060 West Alabama
713-960-8100
\$149 for a single/double
Deadline: Jan. 5, 2009



**DALLAS Video
Doubletree Hotel
Campbell Centre**

8250 N. Central Expressway
214-691-8700



The reserved block of rooms may fill up before the deadline. Act now!

Register Early and Save \$50

by registering no later than two weeks beforehand. Early registrations help us ensure that sufficient course books, seating, and refreshments will be available. Course materials and seating will be reserved for pre-registrants until the start of the first topic. No confirmation will be sent; pick up your name tag and program materials at the seminar.

Qualifying Judges

may attend free of charge, provided (1) the course is directly related to the jurisdiction of their tribunal, (2) they are full-time judges or judges retired under the judicial retirement system, and (3) space is available after admission of all paid registrants. Judges must actually attend to receive course materials. This privilege does not extend to receivers, trustees, court staff, or persons serving part-time in any judicial capacity.

If You Register But Cannot Attend

you can still earn participatory MCLE credit and receive the written materials. As a registrant, you are entitled to special benefits via our website (see Two Free Online Benefits for Course Registrants, below). However, if you wish a refund instead, mail or fax (512-427-4111) your request so that we receive it at least one business day before the program. Registrants who do not attend will be sent the course materials.

Two Free Online Benefits for Course Registrants

will be available 6-8 weeks after the course: (1) streaming video and audio versions of each topic and (2) electronic course materials. Provide us your email address when registering and we'll alert you when these benefits are available at no extra charge on TexasBarCLE.com.

Persons with Disabilities

who need special accommodations to attend should contact us as soon as possible at 1-800-204-2222, x1797.

Policy of Impartiality

The State Bar of Texas does not endorse political candidates. When a candidate for public office is included in promotion for or participates in a TexasBarCLE event, the State Bar is not taking a position for or against anyone's candidacy.

Parking is Free for Course Registrants at the Westin Galleria.

Parking information is provided for the convenience of the attendees not staying at the hotel, is subject to change without notice, and is not a guarantee of availability.

Course Director

Philip Mack FurlowDenton

Planning Committee

Charles AwaltPlano
Gisela BradleyManchaca
Debra BruceHouston
Janna ClarkeFort Worth
David J. FerrellEl Paso
Frederick 'Rick' ForlanoHouston
Mark GreenwaldSan Antonio
Al HarrisonHouston
Susan JohnstonWaco
Chris KirbyBastrop
Gerry MorrisAustin
Dick PriceFort Worth
Mark UngerSan Antonio

**TexasBarCLE / Law Practice Mgmt.
Planning Team**

Shawna GunkelProgram Coordinator
Sandra MolinaProgram Coordinator Assistant

State Bar of Texas

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Online
TexasBarCLE.com
credit card only

Phone
800-204-2222, x1574
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credit card only

Fax
512-427-4111
credit card only

Mail
State Bar of Texas - CLE
LB #972298
P. O. Box 972298
Dallas, TX 75397-2298
check or credit card

**Registering
five or more?**
Email Laura Angle at
laura.angle@texasbar.com
for group discount
information.

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3700

1 Check appropriate box(es) below:

- \$375 LIVE Houston February 5-6, 2009** Early Registration Deadline: **January 22, 2009**
- \$295 VIDEO Dallas March 12-13, 2009** Early Registration Deadline: **February 26, 2009**
- Add \$50** if registering after January 22, 2009. (If registering by mail, date of postmark will determine whether this fee applies.)
- Subtract \$25** if a member of the State Bar College -OR- State Bar Legal Administrators or Legal Assistants Division -OR- licensed 2 years or less.
- No charge** for Qualifying Judges

My payment after all calculations above: \$ _____

2 I can't attend. Just send course materials.* FREE Shipping & Handling

- Course materials on USB drive \$155 each†

3 I am paying by:

- Check (enclosed) payable to the State Bar of Texas for \$ _____
 - Visa MasterCard AMEX Discover
- Account No. _____ Exp. Date _____
- Name on card (Please print) _____
- Signature _____

State Bar Membership No. _____

Name _____ Badge Name _____

Firm Name/Court _____

Address for Bar-Related Mail _____

City/State _____ Zip _____

Phone () _____ Fax () _____

E-Mail: _____

**PDFs of course materials will become available for purchase 6-8 weeks after the course in the Online Library at TexasBarCLE.com. Registrants receive access to the PDFs at no additional charge (see "Two Free Online Benefits for Course Registrants" in this brochure.)*

†Plus 7.25% tax (8.25% for Austin address) on total. Book orders and audio CD orders are shipped separately and filled 4-6 weeks after the live program. You will be billed unless you authorized a credit card charge above.

QUESTIONS?
800-204-2222, ext 1574
512-427-1574

